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THE GLAD BOOKLET

1927

DECORAH GLADIOLUS GARDENS
DECORAH, IOWA
U. S. A.

READ THIS FIRST

All the varieties listed in this booklet are our own productions. We grow nothing else.

We advise you to send us your order early, as the stock of some of our finest varieties is limited.

We send out only young, strong, clean, healthy bulbs, true to name. We consider bulbs 1¼ inch up good blooming size.

We do not ship bulbs during December, January and February except at special request by buyer and at his risk. At other times, fall or spring, we guarantee safe delivery.

No orders will be accepted after May 1st.

The prices quoted in this booklet include postage or express charges to all points within U. S. and Canada.

Orders amounting to less than \$1.00 not accepted.

Remittance must accompany all orders.

To our friends in Canada: We do not ship bulbs to Canada in the fall but book orders up to April 1st—not after that date. Send the number of your import permit with your order. All Canadian orders will then be shipped as soon as the bulbs are inspected by our state entomologist in accordance with the Canadian Insect Pest Act.

Customers outside of the United States are respectfully asked to remit by international money order or draft on New York or Chicago banks, made out in American money.

Write your name and address very, **very** plainly.

Don't throw this booklet away after having made out your order. Show it to your friends and talk it over.

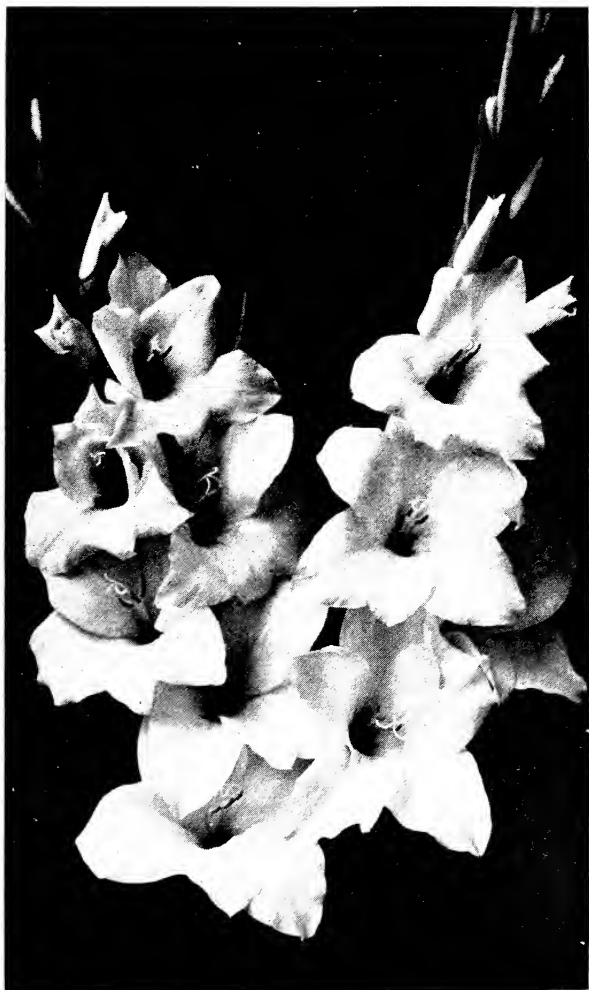
Don't fail to read what "the other fellows" say of our varieties on the last pages of this booklet. They know.

Our varieties are now grown and known in Japan, China, Philippine Islands, Hawaii, Cuba, Australia, New Zealand, Tasmania, also in England, Holland, France and other European countries, and, of course, in every state in our own U. S. and in every province in Canada.

References: Decorah State Bank, Decorah, Iowa.

DECORAH GLADIOLUS GARDENS

Box 257, Decorah, Iowa, U. S. A.



Carmen Sylva

(We can't keep track of all her first prizes any more)

CULTURAL DIRECTIONS

The gladiolus is easy to grow. It will do well in almost any good garden soil but a rich, sandy loam is best.

Do not plant in the shade of trees or buildings. Especially stay away from trees and shrubs, whose tiny roots suck all the moisture out of the ground in a wide circle.

May be planted from middle of April to latter part of May. Plant in rows, in four-five inch deep trenches, five to six inches between each bulb in the row and at least twenty inches between the rows.

Keep the top soil continually loose and free from weeds. Never allow a hard crust to form after rain or watering. In case of a long severe drought, soak the soil thoroughly once a week at least. Constant cultivation will also help wonderfully.

In cutting the flower spike allow at least four leaves to remain on the stalk. It weakens the bulb to cut stem too low.

Do not plant gladioli in the same patch many years in succession. New ground each year is best. Do not use horse manure as fertilizer. Ground fertilized with old cow manure the previous year is best.

Mark each variety with its proper name, written on a tag, tied to a stake. At blooming time it will add to your pleasure to know the right name of each variety.

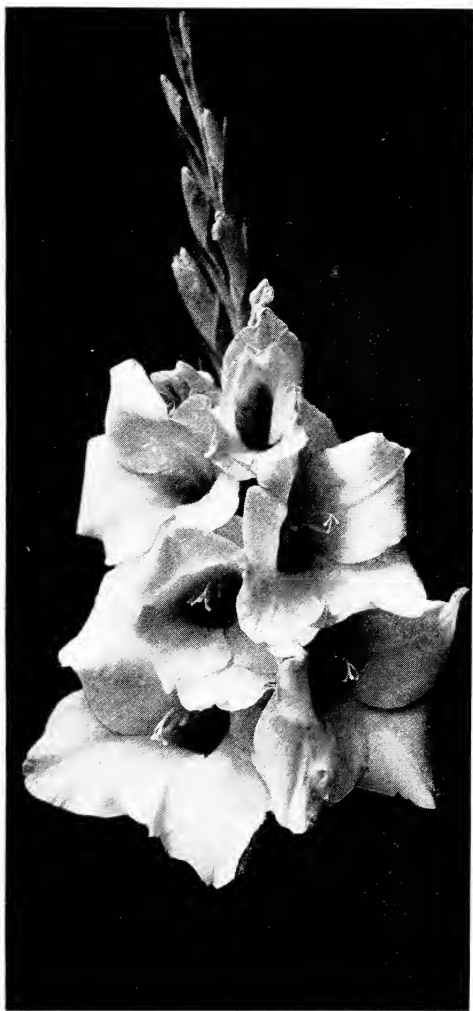
Dig bulbs in the late fall and, immediately after digging, cut the stem close to the bulb. Use a sharp knife or a small pruning shear, so you do not tear the husk.

Dry them in open air for a week or two, but protect them from frost at nights. Remove the roots and dirt and the old, decayed bulb. Save the bulblets and plant them again in the spring. Sow them thickly, like peas, in shallow trenches, about two inches deep. They will bloom the second year.

When properly dried and cured store your bulbs away for the winter in a dry, frostproof place in the cellar.

On account of its extraordinary keeping qualities, the gladiolus surpasses all other flowers for cutting purposes. A bouquet can be kept fresh in a vase for a week or more. Not only that, but the blooms will prove even larger, brighter and more beautiful and perfect in every way when cut than when out in the sunny garden.

For the sick-room and hospital and for decorating churches and halls the gladiolus is the ideal flower, not only because of its beauty and stateliness and almost unlimited color-range, but also because of its lack of fragrance.



Miss Des Moines

(We will have a better picture of the fair Miss next year)

Miss Des Moines

Here is how it all happened — as told by the Des Moines Register for September 2, 1926:

"The champion seedling of the Midwest Gladiolus Show will be named **Miss Des Moines**, officials announced last night. Kristian Prestgard of Decorah, owner of the prize lavender seedling, has consented to relinquish the Sisson prize, which the seedling had won, and allow the new flower to carry the name of **Miss Des Moines**. The seedling, which has been described by officials as a pure, clear lavender with lighter throat and with many blossoms open at one time, will make this city famous, according to L. Earl Foglesong, and it was characterized as of first quality by C. E. Houdyshel of La Verne, Calif., who judged the show.

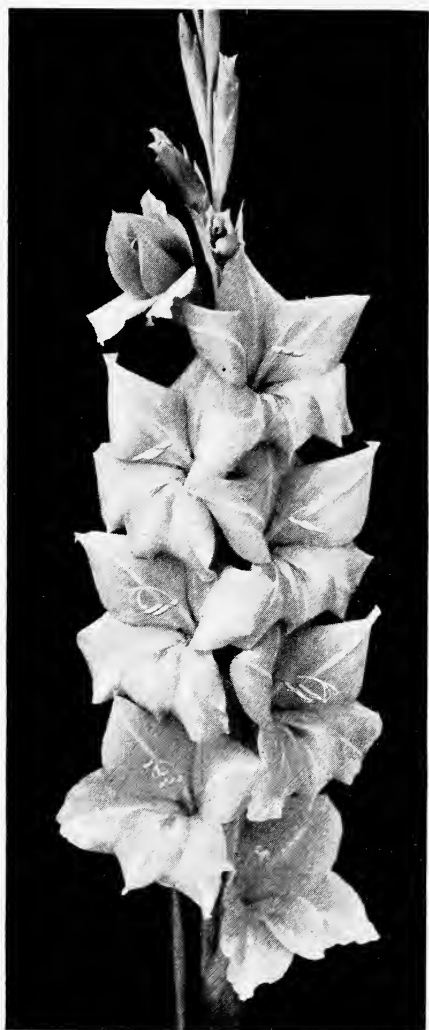
In consenting to give up the Sisson prize Mr. Prestgard loses the \$100.00 cash prize, given by Mr. Sisson. Other requirements which he relinquished were the naming of the variety Marietta Sisson and the right to sell bulbs at \$100.00 a bulb for three years.

Des Moines growers were jubilant last night when told the new seedling was to carry the name **Miss Des Moines**. The new bloom has been the center of attraction among all growers at the show, they said. "I consider this new seedling the finest I have ever seen," Mr. Foglesong, who acted as judge at the national show, declared last night. "Mr. Prestgard has done Iowa and Des Moines a great service in allowing us to name his gladiolus." The naming of this prize seedling completes a two years' effort to find a perfect seedling and give it the name of Des Moines."

The color of **Miss Des Moines**, according to Ridgway's Color Standards, is pale lilac, shading to light liseran purple towards the edges. Throat light Marguerite yellow. In everyday English it would be called clear lavender, deeper at the edges of petals and fading to almost white in the center. The soft and very delicate colors blending harmoniously. Eight blooms usually open at one time and regularly placed. Stalk tall and always erect.

Price \$25.00 per bulb.

Only a very few bulbs to spare this year.



Long fellow

TRADE LIST 1927

A Few Top-notch Gladioli

We can offer planting sizes of only the following varieties this year. The stock of many of them is limited as yet. For descriptions, illustrations and testimonials see our new retail catalog.

Why grow only the common varieties that everybody grow?

GOLD

No. 1.....	\$7.00 per 100	\$63.00 per 1000
No. 2.....	6.00 per 100	54.00 per 1000
No. 3.....	5.00 per 100	45.00 per 1000
No. 4.....	4.00 per 100	36.00 per 1000
No. 5.....	3.00 per 100	27.00 per 1000
No. 6.....	2.00 per 100	18.00 per 1000
Bulblets.....	2.00 per 1000	5.00 per quart

(Retail at \$2.00 per dozen.)

JENNY LIND

No. 1.....	\$10.00 per 100	
No. 2.....	8.00 per 100	
No. 3.....	6.00 per 100	
No. 4.....	5.00 per 100	\$45.00 per 1000
No. 5.....	4.00 per 100	36.00 per 1000
No. 6.....	3.00 per 100	27.00 per 1000
Bulblets.....	3.00 per 1000	7.00 per quart

(Retail at \$2.50 per dozen.)

CARMEN SYLVA

No. 1.....	\$5.00 per 100	\$45.00 per 1000
No. 2.....	4.00 per 100	36.00 per 1000
No. 3.....	3.00 per 100	27.00 per 1000
No. 4.....	2.50 per 100	22.00 per 1000
No. 5.....	2.00 per 100	18.00 per 1000
No. 6.....	1.50 per 100	13.00 per 1000
Bulblets.....	1.50 per 1000	4.00 per quart

(Retail at \$1.50 per dozen.)

POLLYANNA

No. 1.....	\$7.00 per 100	
No. 2.....	6.00 per 100	
No. 3.....	5.00 per 100	
No. 4.....	4.00 per 100	\$36.00 per 1000
No. 5.....	3.00 per 100	27.00 per 1000
No. 6.....	2.00 per 100	18.00 per 1000
Bulblets.....	2.00 per 1000	5.00 per quart

(Retail at \$2.00 per dozen.)

THEDA BARA

No. 1.....	\$5.00 per 100	
No. 2.....	4.00 per 100	
No. 3.....	3.00 per 100	
No. 4.....	2.50 per 100	\$22.00 per 1000
No. 5.....	2.00 per 100	18.00 per 1000
No. 6.....	1.50 per 100	13.00 per 1000
Bulblets.....	1.50 per 1000	4.00 per quart

(Retail at \$1.50 per dozen.)

BLACK JOE

No. 1.....	\$5.00 per 100	
No. 2.....	4.00 per 100	
No. 3.....	3.00 per 100	
No. 4.....	2.50 per 100	\$22.00 per 1000
No. 5.....	2.00 per 100	18.00 per 1000
No. 6.....	1.50 per 100	13.00 per 1000
Bulblets.....	1.50 per 1000	4.00 per quart

(Retail at \$1.50 per dozen.)

MONTEZUMA

No. 1.....	\$5.00 per 100	
No. 2.....	4.00 per 100	
No. 3.....	3.00 per 100	
No. 4.....	2.50 per 100	\$22.00 per 1000
No. 5.....	2.00 per 100	18.00 per 1000
No. 6.....	1.50 per 100	13.00 per 1000
Bulblets.....	1.50 per 1000	4.00 per quart

(Retail at \$1.50 per dozen.)

BEN BOLT

No. 1.....	\$10.00 per 100
No. 2.....	8.00 per 100
No. 3.....	6.00 per 100
No. 4.....	5.00 per 100
No. 5.....	4.00 per 100
No. 6.....	3.00 per 100
Bulblets.....	3.00 per 100

(Retail at \$2.50 per dozen.)

25 bulbs at 100 rate; 250 at 1000 rate. We pay postage or express charges to all points in U. S. and Canada.

We ship no bulbs during December, January and February except at special request of buyer and at his risk. At other times we guarantee safe delivery. No orders accepted after May 1st and from Canada not after April 1st. (See our retail catalog for information.)

Terms: Cash with order or before shipment. We allow 10 % discount for cash in full with order on all varieties on this page and full delivery. Customers outside the U. S. are requested to remit by international money order or draft on New York or Chicago banks, made out in American money. Personal checks from foreign countries not accepted. Orders for spring delivery accepted and booked now if 25 % of amount accompanies order, the balance to be paid before shipment.

Decorah Gladiolus Gardens
Box 257 Decorah, Iowa U. S. A.

LONGFELLOW and MRS. KR. PRESTGARD

Two of the finest varieties ever produced anywhere

This year we can, for the first time, offer two of our greatest varieties at wholesale rates, the clear pink LONGFELLOW and the pure white MRS. KR. PRESTGARD. They have both made a great hit with the glad fraternity wherever shown. A large share of the stock sold before bulbs were out of the ground. Orders will be booked in the order received while stock lasts.

LONGFELLOW

No. 4.....\$13.00 per 100.....\$117.00 per 1000

No. 5.....10.00 per 100.....90.00 per 1000

No. 6.....8.00 per 100.....75.00 per 1000

(Retails at \$5.00 per dozen.)

SOLD OUT

MRS. KR. PRESTGARD

No. 1.....\$50.00 per 100

No. 2.....40.00 per 100

No. 3.....30.00 per 100

No. 4.....25.00 per 100

No. 5.....20.00 per 100

(Retails at \$10.00 per dozen.)

No bulblets to spare of any of the two varieties this year.

And some other new prize winners

Of the following new excellent varieties we do not have sufficient stock as yet to offer any planting stock, but in order to enable growers to get a few at a very moderate cost we will sell No. 1, No. 2 and No. 3, assorted sizes, by the dozen for just one-half of the regular retail price as follows:

TRILBYNos. 1-3, assorted.....\$5.00 per dozen

GETTYSBURGNos. 1-3, assorted.....\$5.00 per dozen

BUFFALO BILLNos. 1-3, assorted.....\$2.50 per dozen

NORMA TALMADGE.....Nos. 1-3, assorted.....\$5.00 per dozen

CYNTHIANos. 1-3, assorted.....\$3.75 per dozen

HAVANANos. 1-3, assorted.....\$2.50 per dozen

MARCONINos. 1-3, assorted.....\$2.50 per dozen

JANE ADDAMSNos. 1-3, assorted.....\$5.00 per dozen

SOLD OUT

HAZEL DAWN-----All prices on this page are net. Nos 1-3 assorted---\$2.50 per dozen
JAP LADY-----" 1-3 " \$5.00 " dozen

Decorah Gladiolus Gardens

Box 257

Decorah, Iowa

U. S. A.

Longfellow

Winner of many first prizes in U. S. and Canada last summer.

This stately glad has made a great hit the few years it has been out. It has won a place as one of the very finest pink varieties of recent introductions. It is a Carmen Sylva seedling and has the same tall, slender wiry stem as its parent, never crooked. Color, a lovely La France pink. Flowers large, wide open, of good form and perfectly arranged on the spike, and with up to eight blooms open at one time it is a sight to behold. Stands heat and bright sunlight very well. Several florists have told us that as a cutflower and a florists' variety Longfellow has no equal. There is only one cheap thing about it: the price.

Here is what one of the most experienced growers in the East has to say about it:

"I predicted that **Longfellow** would be heard from in the show room and this variety has certainly caught the fancy of the experts. Watch the stampede for it."
—LOUIS G. ROWE, New Hampshire.

And another from Massachusetts:

"I think **Longfellow** is a real glad and I have seen nothing that will equal it—perfect shape, style, color and straight as a soldier. All who have seen it in our gardens are very much taken with it."—B. M. LATHAM, Mass.

Michigan of the same opinion:

"Of all your varieties I like **Longfellow** best. It is simply a great glad and one which I wish I had more of. I know of no variety the color of which I like as well as this."—G. W. THACKER, Mich.

LONG, of course, knows all about Longfellow:

"Now that I have got my share of **Longfellow** I will tell you something that I have had on my mind for some time: You have something great in this glad. Worth \$5.00 easily. Longfellow seems to be brimming over with pep."—J. D. LONG, Colo.

And Oregon agrees:

"I think **Longfellow** can not be beat for a fine pink."—MRS. POWELL, Oregon.

Bulbs 1¼ inch up, each 50c; per dozen \$5.00.



Jenny Lind

Jenny Lind

The Darling among the gladiolus tribe.

It is our impression that there are not many varieties of gladioli existing to-day that have won the hearts of so many good, glad people as **Jenny Lind**. If there ever was a truly lovely flower among the gladiolus tribe, this is the one. It is a "peaches-and-cream" affair and the wonderful perfect blending of the two delicate colors can not but appeal to everybody who understands and appreciates the beauties of nature. It impresses one as something pure, noble and refined, reminding one of the great nightingale whose name it carries.—No respectable gladiolus collection is complete without **Jenny Lind**.

Says a grower who knows:

"**Jenny Lind** is one of the most daintily colored gladioli in existence. Medium-sized flowers of purest pink, blended perfectly to a yellow throat. Has six to eight flowers open at one time. Should be extra fine for florists' work."—G. W. THACKER in The Florists' Review, January, 1925.

He was seein' somethin':

"A friend of mine was at Des Moines last year and he has been raving over **Jenny Lind** ever since." —RALPH GRAHAM, M. D., Illinois.

An English expert's opinion:

"I must close with **Jenny Lind** whose arching shoulder petals remind one of the primulinus type, though not classed therewith. The colour is soft, pastel pink, extremely refined and distinctive." (From an article in The Garden, London.)—J. D. GIBSON, Crawley Down, Sussex, England.

Canada not far behind:

"I consider your gladioli the finest in the world and I have a considerable collection. I am not jollying you when I say that **Jenny Lind** appealed to me more than any other variety I had last season. I certainly mean it."—LYMAN W. COUSINS, London, Canada.

Bulbs 1¼ inch up, each 25c; per dozen \$2.50.



Mrs. Kr. Prestgard
Silver medal Iowa State Fair 1924

Mrs. Kr. Prestgard

The outstanding new white gladiolus.

We believe that this variety is one of the very finest and all around most satisfactory white gladioli that ever yet saw daylight. It is as pure and white as Europa and as strong and sturdy as Peace when grown right. And the white in **Mrs. Kr. Prestgard** IS white, snow-white, not cream or gray or milkwhite. Seven or eight immaculate lily-like flowers open at the same time. Stands bright sunlight better than most whites.

* We quote below what a few well known experts had to say of it, when they first saw it:

"**Mrs. Kr. Prestgard** was without any qualification the finest spike of white, that I ever saw. It has much better foliage and sturdier spike than Europa. You have certainly a wonderful white."—A. L. STEPHEN, Mass. (1921).

In another letter Mr. Stephen wrote:

"I believe **Mrs. Kr. Prestgard** is the finest white gladiolus on the face of the earth."

A voice from New York State:

"**Mrs. Kr. Prestgard** proved the best white gladiolus that I have ever seen. The plant was vigorous, the blooms snow-white as Europa, well expanded and simply gorgeous."—C. FRED BOSHART, N. Y. (1921).

And another from Indiana:

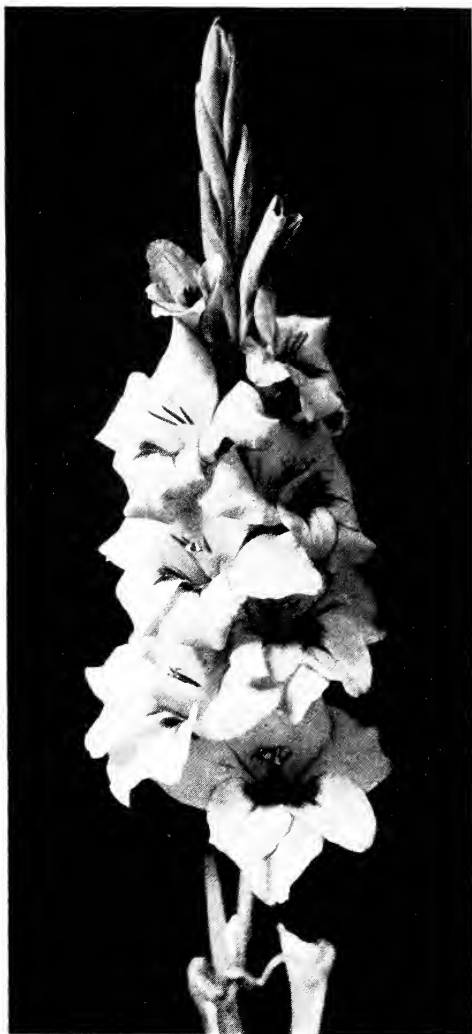
"The specimen **Mrs. Kr. Prestgard** is the greatest thing we have produced this season." (1925.)—JOHN BEN STOTTS, Indiana.

What John thinks:

"**Mrs. Kr. Prestgard** is another wonderful white and much better than Europa."—JOHN C. DAVIS, in The Florists' Review, January 1, 1925.

Mrs. Kr. Prestgard was awarded the Iowa Gladiolus Society's Silver Medal (the highest award) at the Iowa State Fair 1924 for the best gladiolus originated in Iowa prior to 1923.

Bulbs 1¼ inch up, each \$1.00; per dozen \$10.00.



Jap Lady

(We can't help that this purple lady looks white on the photo)

Jap Lady

This new Bishop purple variety has created quite a stir wherever grown or shown. It is without doubt the most remarkable color ever seen in any gladiolus—"exceedingly pleasing odd," as one expert puts it.

Being a near relative of the now almost extinct Badenia, the bulb has its peculiarities and is not pretty to look at. The husk is thin and falls off easily. Still, it will not only grow but even produce a stronger and sturdier stalk than most varieties in the purple or blue shades. We advise you to plant it in rather loose, sandy soil that has not been fertilized lately and where glads have not been grown before. Especially keep horse manure miles away from it.

Here is the opinion of two ladies, famous among all flower lovers.

"**Jap Lady**—what an ugly name—was a wonderful interesting flower in color, its general effect a dark pinkish-lavender." (?)—MRS. FRANCIS KING in "Notes on the new gladioli" in *House Beautiful*, May, 1924.

"I want especially to speak of **Jap Lady** because I was much interested in it and pleased with it. As you said the bulb is not attractive but the flower is certainly beautiful and very unusual. It is in a class by itself, a flower that is bound to please the most critical observer. I consider it a very worthy acquisition in the world of gladioli."—MRS. A. H. AUSTIN, Ohio.

And from two equally famous men:

"Your wonderful glads were greatly admired at our flower show last year. Have you any more of **Jap Lady**? This is certainly a flower of remarkable color."—N. E. HANSEN, Professor of Agriculture, South Dakota Agricultural College.

"It is hard to pick a favorite from your group after but one season's growing. Your **Jap Lady** was a wonder, absolutely different in every way."—CHAS. E. F. GERSDORFF, Washington, D. C.

Bulbs, one inch up, each \$1.00. Dozen \$10.00.



Buffalo Bill

SOME GLORIOUS GLADIOLI

The letter (H.) in parenthesis after name indicates that the variety is originated by Dr. Hoeg and (Mrs. H.) by Mrs. Dr. Hoeg, while Mr. Prestgard is responsible for those marked (P.).

ALFRED NOBEL. (P.) Pure white, self-color. Very large flowers and many open at one time. A delicate pink tint in the buds before opening up. A fine white.

Each 10c. Dozen \$1.00.

ANNA KARENIN. (P.) Cream white, naphtalene yellow throat. Large flowers.

Each 25c. Dozen \$2.50.

BEN BOLT. (P.) Eosine pink, flaked scarlet. Yellow throat. Many blooms open at a time. Very showy.

Each 25c. Dozen \$2.50.

BLACK JOE. (P.) A very dark, rich glowing crimson. A fine, self-colored variety. Very popular.

Each 20c. Dozen \$2.00.

BLUE JACKET. (Mrs. H.) Bluish violet, darker in the throat. A real good blue.

Each 50c.

BUFFALO BILL. (H.) Phlox pink, barium yellow throat. Tall and stately. Large flowers. This variety will be classed among the aristocrats of the gladiolus tribe when it becomes better known.

Each 50c. Dozen \$5.00.

CARMEN SYLVA. (P.) Pure snow-white, throat slightly penciled lilac, almost self. Stem tall and slender but wiry and strong, always straight. Excellent for cutting. Considered by many experts the most dependable and satisfactory of all whites.

Each 15c. Dozen \$1.50.

CHICAGO SALMON. (H.) Deep salmon pink, throat suffused with yellow. Very attractive and makes a beautiful bouquet. Excellent florists' variety.

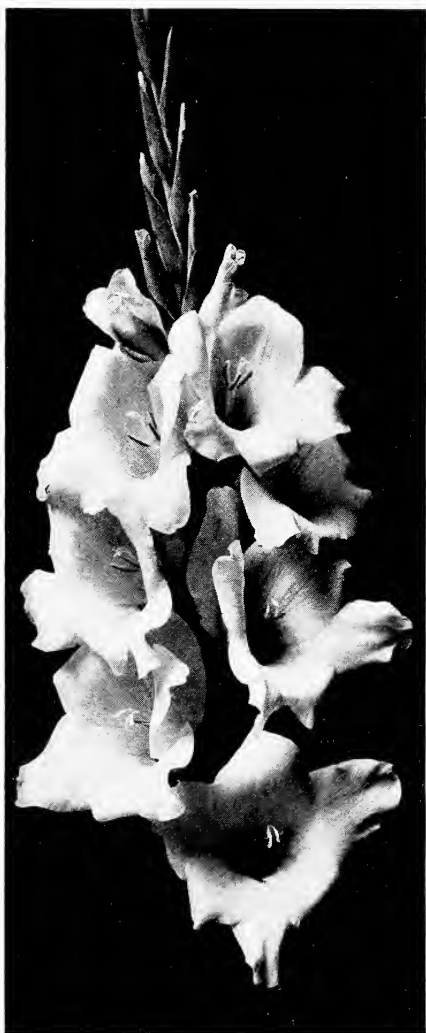
Each 10c. Dozen \$1.00.

CYNTHIA. (H.) Clear hydrangea pink shading to pale greenish yellow in the throat. A very pleasing color and a perfect spike. An excellent variety for every purpose.

Each 75c. Dozen \$7.50.

DAISY. (Mrs. H.) White, light yellow throat, streaked lilac. Quite early. Fine.

Each 20c. Dozen \$2.00.



Cynthia

DOROTHY VERNON. (H.) New. Color, clear Marguerite yellow with baryta yellow throat. A stately spike, strong grower and very prolific. Quite early. Excellent

Each \$1.00. Dozen \$10.00.

DR. MAYO. (H.) Pale amaranth pink, barium yellow throat. Large, wide open flowers with clear and very attractive color.

Each \$1.00. Dozen \$10.00.

GETTYSBURG. (H.) Rich velvety carmine, throat darker. Large, round, well shaped flowers. Tall, slender stem. A very showy variety that attracts attention wherever grown or shown.

Each \$1.00. Dozen \$10.00.

GERTRUDE EDERLE. (P.) New. Clear colonial buff practically a self. Petals slightly wavy. This is a *primulinus grandiflora* of great size and beauty. Stem very tall when well grown.

Each \$1.00.

GOLD. (H.) Pure golden yellow, throat a shade deeper, slightly dotted and streaked, almost self-color. Large flowers, many open at one time and perfectly placed. A grand variety. Still considered by many experts the best yellow gladiolus ever produced.

Each 20c. Dozen \$2.00.

GRACE E. KIMBALL. (P.) Pale Hortense violet, rich dark velvety blotch of hyacinth violet. A very fine blue and extra strong grower with fine, healthy bulbs.

Each \$1.00.

HAVANA. (H.) Light lilac, cream colored throat, streaked darker lilac. Very large blooms. One spike alone makes quite a bouquet.

Each 50c. Dozen \$5.00.

HAZEL DAWN. (H.) An unusual strawberry pink color, throat lighter and dotted carmine. Extraordinary long spike with a large number of flowers. Winner of many first prizes.

Each 50c. Dozen \$5.00.

HIAWATHA. (H.) Rosy pink with yellow throat, finely dotted with crimson. A very neat looking bloom and pleasing color combinations.

Each 15c. Dozen \$1.50.

IMPERIALIS. (No. 555 — Mrs. H.) Light mallow purple, cream throat. Very large flowers.

Each 50c. Dozen \$5.00.



Gettysburg

IRMELIN. (P.) Bright scarlet, light yellow throat (colonial buff), medium sized flowers, but many open at one time, forming a showy spike.

Each 35c. Dozen \$3.50.

JANE ADDAMS. (P.) Soft phlox pink, white throat. Very large flowers of a wonderful clear soft color. Like many other varieties of delicate color it is apt to become flaked in sultry weather or sudden change in temperature. Medium tall. Was shown for the first time at the Midwest Gladiolus Show, Des Moines, 1926, and was the center of attraction there.

Each \$1.00. Dozen \$10.00.

JAP LADY. (P.) Bishop purple, velvety blackish purple blotch in the throat. A unique and very attractive color. Extra fine in a vase with whites or yellows.

Bulbs, one inch up, each \$1.00. Dozen \$10.00.

JENNY LIND. (H.) Pure, soft apricot pink, throat pale yellow, the two colors blending to perfection. Many blooms open at one time. An exceedingly refined and attractive variety that should not be lacking in any garden.

Each 25c. Dozen \$2.50.

JUMBO. (P.) Deep pink, throat amber-white, sprinkled carmine. Many large blooms open at one time.

Each 10c. Dozen \$1.00.

LONGFELLOW. (P.) La France pink. A pleasing color. Many large, wide open flowers. Tall, slender wiry stem. A Carmen Sylva seedling. Excellent for cutting. Has made a great hit the last two seasons.

Each 50c. Dozen \$5.00.

MARCONI. (H.) Rose purple, aster purple blotch. Slightly ruffled. A very bright and attractive flower.

Each 50c. Dozen \$5.00.

MARION TALLEY. (P.) New. Color light salmon orange, a shade deeper on outside of petals. Towards the center it shades to a yellowish tint, slightly dusted red. This is a new primulinus of exquisite beauty.

Each \$1.00.

MISS DES MOINES. (P.) New. Color pale lilac, shading to liseran purple towards the edges. Throat light Marguerite yellow, almost white. In everyday language it would be called clear lavender, gradually fading to white in the center. Usually eight good sized blooms open at one time. Tall and erect, strong and healthy. This variety was awarded the Sisson prize of \$100.00 at the Midwest Glad Show, Des Moines, 1926, but this prize was relinquished in order to have it named Miss Des Moines.

Each \$25.00.



Trilby

MONTEZUMA. (H.) Rich, dark crimson-carmine, flaked black, maroon throat, mottled yellow. Large flowers. Very fine and showy. One of the very best dark varieties.

Each 20c. Dozen \$2.00.

MRS. KR. PRESTGARD. (P.) Pure snow-white without any trace of markings. Blooms of good substance, many open at one time. Tall and strong plant. The queen of all whites.

Each \$1.00. Dozen \$10.00.

NORMA TALMADGE. (H.) Clear sulphur yellow, almost self-color. Large blooms and many open at one time, forming a beautiful perfect spike, practically all the buds show color at the same time. A truly fine variety.

Each \$1.00. Dozen \$10.00.

PARIS. (H.) A very beautiful and striking flower. Light pure pink, throat penciled French purple.

Each 10c. Dozen \$1.00.

POCAHONTAS. (H.) Carmine-purple with a lemon-yellow throat, blotched plum-violet. An excellent, deep attractive color.

Each 25c. Dozen \$2.50.

POLLYANNA. (P.) Clear, rich, golden yellow, almost self. Blooms medium size. Many open at one time and always perfectly placed. Finely waved petals. A very beautiful yellow.

Each 20c. Dozen \$2.00.

POPPY. (H.) Large, wide open flowers. Clear scarlet, white throat, blotched blood-red. As bright and showy as an oriental poppy. Fine for landscaping.

Each 20c. Dozen \$2.00.

PRISCILLA. (P.) New. Light Congo pink with spinel red blotch. A rather unusual color combination. Flowers of medium size, wide open and slightly ruffled.

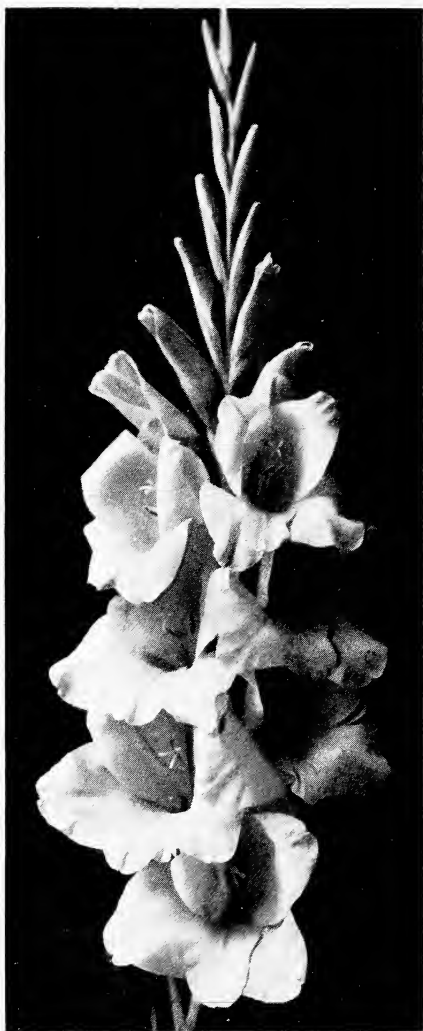
Each 75c.

REGALIS. (Mrs. H.) Light lavender pink (mauvette), creamy throat. Very large, wide open flowers. A very showy and beautiful gladiolus.

Each \$1.00.

RUTH LAW. (P.) Amber-yellow, throat old gold, flushed carmine. A peculiar color. Many flowers open.

Each 20c. Dozen \$2.00.



Norma Talmadge

(First prize Iowa State Fair 1924 for best new named variety)

TANGO. (H.) Deep crimson-carmine with darker throat. A good dark red.

Each 20c.

THEDA BARA. (H.) White, feathered light pink, throat flushed rose on amber-white. Large flowers with wavy edges of petals. Makes a beautiful bouquet. An excellent florist variety.

Each 15c. Dozen \$1.50.

TITANIC. (H.) Lilac purple with a white line through the center of the lower petals. A very distinctive and rare color. Very large wide open flowers. A grand variety.

Each 20c. Dozen \$2.00.

TRILBY. (P.) Light buff, pure rich yellow throat. Wavy petals. Many flowers open at one time. Exceedingly delicate and refined. Stem tall. This is another darling that will make the glad fans stand up and take notice, when it becomes better known.

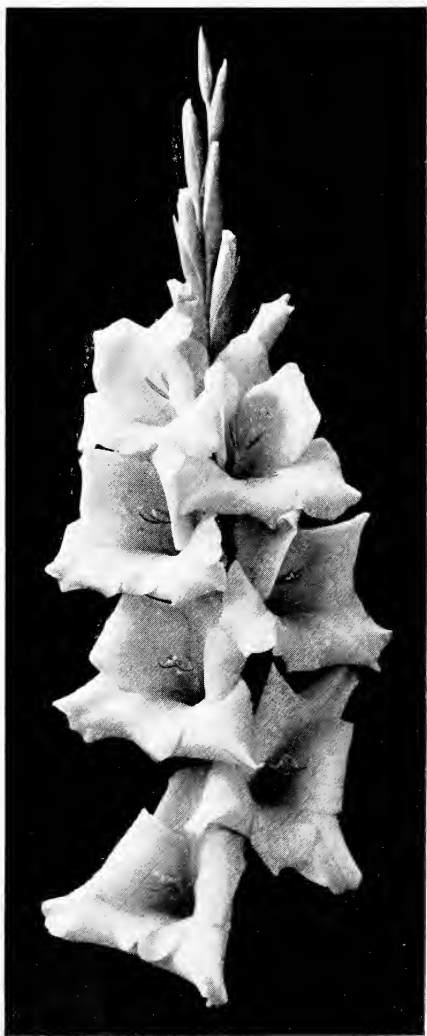
Each \$1.00. Dozen \$10.00.

THE AMERICAN GLADIOLUS SOCIETY

If you are interested in this wonderful flower you should without delay apply for membership in the American Gladiolus Society. For only \$2.00 you become a member and you also receive the society's Official Monthly Bulletin, a real magazine, each number of which is worth the entire cost, as it is devoted exclusively to the gladiolus. Send your application and \$2.00 to the Secretary, John C. Davis, 77 South Ave., Rochester, N. Y.

TO THE GLAD PEOPLE OF IOWA

Every gladiolus lover in Iowa should enroll as member of the Iowa Gladiolus Society. Send \$3.00 to our Secretary-Treasurer, Mr. E. E. Dixon, 315 58th Street, Des Moines. For this small yearly fee you become member of our State Society and of The American Gladiolus Society and you will receive regularly the excellent Official Bulletin, the only monthly magazine in the world devoted entirely to the gladiolus. In other words, you have thereby enlisted in the glad fraternity of the United States. Then you should plan to attend the Midwest Gladiolus Show in Des Moines next fall and bring your flowers—and not only plan it but **do it**.



Gold

COLLECTIONS

We call all flower-lovers' attention to our great Trio, **GOLD, JENNY LIND** and **CARMEN SYLVA**, all generally recognized leaders in their respective colors and all prize winners at the big shows. A dozen of each of these will give you a good start with three of the finest gladioli existing to-day. They are three good multipliers, and in a few years you will have quite a stock of them, which will make the original cost look insignificant.

Collection No. 1.

Three bulbs of each of above Trio (list price \$1.80), **\$1.50.**

Collection No. 2.

Six bulbs of each of above Trio (list price \$3.00), **\$2.50.**

Collection No. 3.

Twelve bulbs of each of above Trio (list price \$6.00), **\$4.50.**

Collection No. 4.

One bulb each of the 16 varieties listed at 10c to 20c (list price \$2.75), **\$2.00.**

Collection No. 5.

Three bulbs of each of the same 16 varieties (list price \$8.25), **\$5.50.**

Collection No. 6.

One bulb each of the 14 varieties listed at 25c to 75c (list price \$6.70), **\$5.00.**

Collection No. 7.

One bulb each of the 12 varieties listed at \$1.00 (list price \$12.00), **\$10.00.**

Collection No. 8.

If you send us from \$2.00 to \$10.00 and allow **us** to make the selection for you, we guarantee to send you named varieties to the value of double the amount sent us. For instance: If you send us \$5.00 for Collection No. 8 it means that you are going to receive bulbs to a total list price of \$10.00 and each variety properly labeled.

Please order collections by number.



Montezuma

WHAT THE OTHER FELLOWS SAY

THEY KNOW

We could print a whole book full of unsolicited testimonials of the same order as those few below.

"I have the pleasure to inform you that the gladioli which were sent me from your garden were very fine indeed, and I thank you very much."—L. KAWAURA, Tokio, Japan.

"I have your **Jenny Lind** and **Gold**. **Jenny Lind** is indeed a darling and to my mind is the loveliest color blend I have ever seen in glads. I must have **Jap Lady**. I have heard a lot about it."—E. J. FALLU, Adelaide, South Australia.

"The bulbs arrived in fine condition, thanks to your expert packing. I desire to express my heartiest thanks for the generous extras."—G. T. TAYLOR, Christchurch, New Zealand.

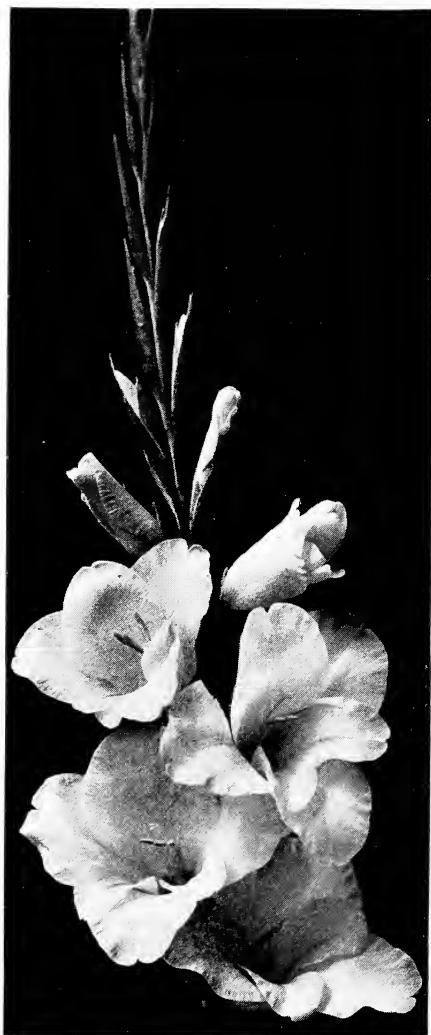
"I thot you might be pleased to know that at the Custer County Fair in Broken Bow, Nebr., **Longfellow** easily won first place, where there were about 100 varieties shown. We are growing nearly 450 varieties and your originations all stand among the leaders."—HARALD J. PERRIN, Nebraska.

"I have lately become very much interested in your variety **Longfellow**. We are growing **Carmen Sylva** in quantity and consider it the leading florists white. **Gold** is our most satisfactory yellow so far, and we wish to add **Longfellow** to our list."—F. O. SHEPARDSON, Mass.

"This year Golden Measure showed up at its best and was beautiful for color and form, yet I prefer **Pollyanna** and **Gold** for a yellow."—STANLEY THORPE in his *The Gladiolus Broadcast*.

"The longer I grow it the more convinced I am that **Carmen Sylva** is the best pure white gladiolus grown. It is an excellent propagator, stands up well in the sun, has slender but strong spikes, and has great keeping qualities as a cut flower. — **Gold** is the best yellow cut flower that I know."—E. M. SANFORD in *The Flower Grower* for November, 1925.

"I am sincere when I make the following statement, not because you have something I want, but because I like your way of doing business. You must take great care in filling orders, also packing and sending them out. I believe if all growers were like you, they would receive more business."—ROBERT B. LAPTORN, Massachusetts.



Theda Bara

"Bulbs received on Friday and I never saw better bulbs—very thick and heavy and free from disease spots. Also thanks very much for your extras which were numerous and of good varieties."—DR. W. H. REID, Ontario, Canada.

"I think **Jap Lady** is a wonderful creation."—C. E. HOUDYSHEL, California.

"I am very grateful to you for the splendid, rugged, lusty looking bulbs which I received from you to-day. They look as if they were just 'rarin' to go.' From the looks of them I feel safe in predicting they will make one of the beauty spots in my garden. It is a pleasure to do business with a firm which gives such satisfactory service to its customers, and, of course, there was an added pleasure and surprise in the generous allowance of courtesy bulbs which came with the order."—W. P. STRANDBORG, Oregon.

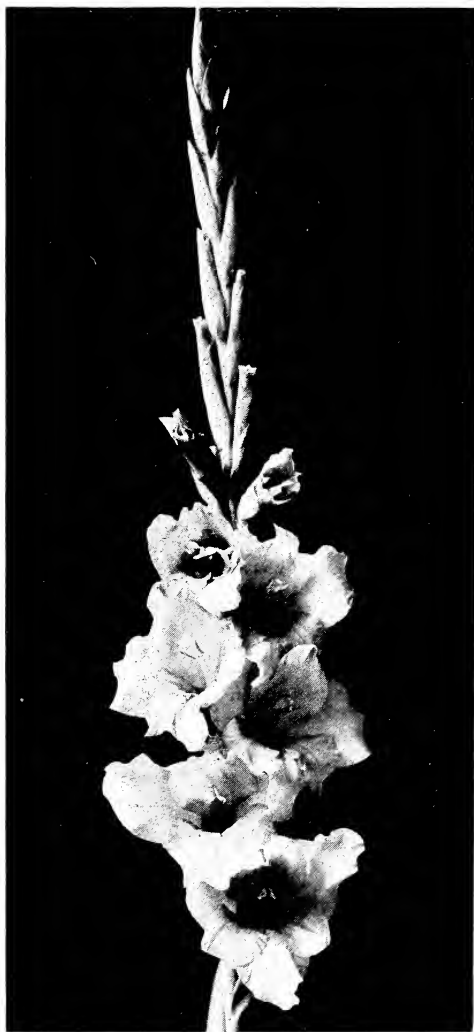
"I consider your **Gold, Jenny Lind** and **Carmen Sylva** among the very best in my collection and can offer the highest praise for your productions. Keep up the good work."—FRED F. FICKS, Iowa.

"Of last year's order **Longfellow, Norma Talmadge, Hazel Dawn, Carmen Sylva** and **Gold** did splendidly and we and our friends were delighted with them. I thought Longfellow and Hazel Dawn *the most beautiful* pinks yet. We have been growing glads for about thirty years and have a good many but want more."—J. M. HOOD, Ohio.

"My own special pets on my list are **Jenny Lind** and **Gold** (much superior to Golden Measure), and **Carmen Sylva** is the best of the five whites I have tried. I am anxious to have some of your other glads, especially **Jap Lady** and **Longfellow**."—MRS. EDITH HOLTON, Minn.

"About last year's order will say that **Cynthia** is clearer in its blending of colors even than **Jenny Lind**. **Norma Talmadge** is livelier than **Gold**. Of 24 varieties **Norma** was the largest and most perfect bouquet in one spike."—ADAM STEINHAUER, Mich.

"Back in 1924 I secured some planting stock from you, a collection hard to beat. To say that I had wonderful results is putting it mildly as the blooms were marvels for color, size and number this past season. From my own and friends' opinions your **Carmen Sylva, Jenny Lind** and **Gold** sure are leaders. I find that a large number think your **Pollyanna** is the best of the two yellows, while your **Black Joe** is a favorite with all the men."—WALTER M. BERG, Connecticut.



Pollyanna

"I wish to say that **Carmen Sylva** is queen of all whites." JACOB D. SPIEGEL, New Jersey.

"We have been growing **Carmen Sylva** now for many years and think it is the finest white we have. It is a great favorite with all florists."—B. M. LATHAM, Mass.

"I want to say that the **Jenny Lind** glad that I got from you has bloomed and it certainly is a wonderful flower, a shade of pink you rarely see and six flowers open at once and all perfect. Not only by me but by flower experts has it been pronounced a beauty and I think the best I ever saw."—WILLIAM SMITH, New York.

"Every one who looked over my collection of over three hundred of the newest varieties of gladioli raved over the blooms of **Jenny Lind**."—H. W. CLAYBOUGH, Pennsylvania.

"I have tried out ten of your varieties this season and all except one of them have bloomed. **Black Joe** and **Montezuma** are both fine dark varieties. They are large in size, and I admire them very much. **Longfellow** is the variety that I thought best of all. For a pure-colored bloom I know of no better. It was just great and a variety that you may well be proud of. I liked **Hazel Dawn** very much and hope to see more of it. **Carmen Sylva** is surely a fine white and one that makes the newer varieties sit up and take notice. **Norma Talmadge** is a wellow that I think is superior to **Gold**. It is a great flower and one that I admire greatly. **Pollyanna** did not have a long spike nor large blooms, but it surely is a dainty flower and one which I liked. **Mrs. Kr. Prestgard** is a fine white and one which I class among the very best whites. I tried out nearly all the leading ones the past season, and this one ranks very near the top, altho I had only one spike of it."—G. W. THACKER, Mich.

"I want to write you and congratulate you on your Trio, as you call them. They are three hard to beat. I have never grown Golden Measure so can't compare with it, but I don't see how it could be better than **Gold**. It's a dandy. And **Jenny Lind** is another one of the best of its color, and in regard to **Carmen Sylva** it's the best out in whites, as I believe I have tried all whites. I had one Sylva that had the cut in your catalog beat a mile. Nine perfect flowers on one stalk abloom at once. Can you beat that? And all perfect. I never saw anything finer in any variety."—P. N. ELMORE, Wash.

"I am very much in love with **Hazel Dawn**, got some small sizes, No. 4, from you last year, all of which came true. Think this a grand new variety, with exceptional all around good habits."—WALTER F. MILLER, Wis.

"The bulbs ordered from you came in fine condition and the extras will be a source of satisfaction and a joy through the summer. You may rest assured that they are deeply appreciated. It is a pleasure and an honor to do business with firms of your type and you may be sure that I shall buy from you in the future."—SAMUEL T. BRIGHTON, Mass.

"How can you give so much for so little money? I have more than a dozen wholesale price lists but none of them are priced as low as your prices, and there are no better bulbs grown than the ones you sent me. After this when I am looking for your originations I shall write direct to you."—OLIVER W. McCLUNG, Mass.

"The new varieties I have had from you this year have all proved very beautiful and most satisfactory. All good, healthy growers, with all the other requisites of good glads. I am delighted with the lovely blue **Grace Kimball**; it is a beautiful color, large and a really healthy robust plant (unusual in blues). The yellow of **Norma Talmadge** is very pure and rich, and the white of **Mrs. Kr. Prestgard** exceedingly clear and unaffected by strong sunlight. Even the small "**Jap Ladies**" behaved beautifully and all sent up a nice, good sized bloom and seem to be healthy, good color as to foliage."—MARGARET BREARD HAWKS, Vermont.

"**Carmen Sylva** is the best white that has been seen in this part of the country."—EMERSON DAVIS, Virginia.

"On February 9th I sent for your collection of new varieties of gladioli. These have now bloomed. Taking them all together, they are all good. The following are my favorites: **Buffalo Bill**, a nice mauve pink and very large flowers. **Marconi**, a dandy. **Jap Lady**, very unusual and beautiful, want more of it. **Mrs. Kr. Prestgard**, pure white, very thick petals, extra."—WM. McSKIMMING, Ontario, Canada.

"Your varieties grew wonderfully fine in my garden last summer. Your **Jap Lady** is a marvel of color, while **Jenny Lind** is handsomer than ever."—BENJAMIN R. NORLEY, Mass.

"This is my first order on your stock. At present I grow only **Jenny Lind** and **Gold** of your varieties, and must say that your estimation of these has been mighty conservative. I have confidence in anything you say of your originations after comparing these two with the so-called wonders."—JOSEPH MARTIN, Mass.

"Opening your package of 'glads' was very much like a child emptying his Christmas stocking. To say that I was surprised and pleased at the extras you sent is putting it mildly."—L. L. HOOPES, Illinois.

